



News Release

Office of Councilmember Rose Herrera

For Immediate Release:
July 13, 2012

Contact:
Mary Anne Groen
Chief of Staff
(408) 535-4908 office
(408) 858-1724 cell

Lake Cunningham Regional Skate Park Receives \$10,000 *Live Positively* Grant from The Coca-Cola Company

SAN JOSE, CA – Lake Cunningham Regional Skate Park has been awarded a \$10,000 *Live Positively* Grant from The Coca-Cola Company. Councilmember Rose Herrera, the San José City Councilmember who represents Lake Cunningham Park area, will join Park Managers and the Save Our Skate Park user group to receive the generous grant at the start of the Tony Hawk Birdhouse Left Coast Tour Event on Sunday, July 15, 2012.

“The success of the partnerships we have created to help keep our skate park open and staffed have been tremendous,” states Councilmember Herrera, “I’m delighted that our non-profit partners are being joined in support by The Coca-Cola Company to recognize the positive impact that outdoor, family activities such as skating and bicycling have on our community.”

Opened in 2008, Lake Cunningham Regional Skate Park faced budget cuts that threatened funding to keep the skate park open and staffed. Working with the Save Our Skate Park parent group and community agencies like First Five of Santa Clara County, The Health Trust and Valley Medical Center Foundation, Councilmember Herrera now reports that the park has turned the corner on marketing efforts and is at cost-recovery.

“It seems that success breeds success. We now have enough attention drawn to the park that attendance records are at an all-time high and we can continue to market the park as a local, national and international destination site,” states Councilmember Herrera, “this is just what we need to bring in much needed revenue to the city while at the same time promoting healthy lifestyles for our community.”

The Coca-Cola Company also offers another chance for the Lake Cunningham Skate Park to receive a possible additional grant of \$100,000 by being named “America’s Favorite Park” in the Coca-Cola *America Is Your Park* campaign. Votes are taken at LivePositively.com/parks until midnight on July 15th. Second- and third-place parks will receive \$50,000 and \$25,000 grants, respectively. And one lucky park will be chosen, at random, from the remaining top 25 spots on the leader board to win a \$15,000 grant.

Sunday's event schedule: 1:00 p.m. VIP Meet and Greet, 1:45 *Live Positively* Check Presentation Ceremony, 2:00 p.m. Skate Event Begins, 3:30 p.m. Tony Hawk Departs.

About Lake Cunningham Regional Skate Park

At 68,000 square feet, Lake Cunningham Regional Skate Park is the largest skate park in California. Featuring the world's largest cradle, tallest vert wall, and largest full pipe, LCRSP offers a wide variety of terrain for all skill levels to learn and enjoy.

Lake Cunningham Regional Skate Park is located at the southeast corner inside of Lake Cunningham Regional Park in east San José. Park entrance gates can be found on Tully Road and S. White Road (marked by Raging Waters signs); the skate park is located next to Parking Lot A.

About Tony Hawk Birdhouse Left Coast Tour

The annual Birdhouse Summer tour gives fans a great opportunity to come out and see some of the best that skateboarding has to offer at many of the finest skateparks on the West Coast.

About Councilmember Rose Herrera

Councilmember Rose Herrera represents District 8 in the City of San José. Councilmember Herrera currently Chairs the Community and Economic Development Committee, the VTA Audit Committee, Vice Chair of the Transportation and Environment Committee, a member of the Mayor's Gang Task Force, the Santa Clara County Transportation Advisory Board, CalTrain Joint Powers Board, a voting delegate to the League of California Cities and the Founder and President of the League of California Cities' Women's Caucus. For more information go to www.sanjoseca.gov/district8/.

###